



REGULAR MEETING OCCUPANCY TAX BOARD - AGENDA

Tuesday, April 26, 2016 – 2:30 p.m.
Conference Room at Roswell City Hall
425 N. Richardson Ave.

Committee Chair: Jill Cleveland

Committee Members: Jim Fielding; Stephanie Gerdt; Kerry Moore; Josh Ragsdale;
Staff Coordinator: Janice Self

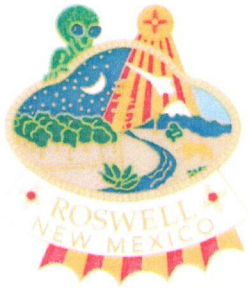
- A. **Call to Order:**
- B. **Roll Call:**
- C. **Approval of Agenda:**
- D. **Approval of Minutes:**
 - 1. Consider approval of the March 29, 2016 meeting
- E. **Public Comments:**
 - 2. Public Participation on agenda items (limited to one minute per person)
- F. **Presentation:**
 - 3. Welcome to new members
 - 4. Overview of Occupancy Tax Board / Lodgers' Tax (Janice Self)
- G. **Regular / New Items:**
 - 5. Re-allocation of remaining Budget
 - 6. Lodgers' Tax funding request – Rio Pecos Kennel Club Dog Show
 - 7. Lodgers' Tax funding request – Kicker Arenacross Show
 - 8. Election of Chairman and Vice Chairman for term year (April 2016 – March 2017)
- H. **Other Business / Non-Action Items / Information Items / Reports:**
 - 9. Update of Event Status (Janice Self)
- I. **Adjourn:**

Next Meeting: May 24, 2016

Notice of this meeting has been given to the public in compliance with Sections 10-15-1 through 10-15-4 NMSA 1978 and City Resolution 15-56.

If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact – Human Resources at 575-624-6700 at least one week prior to the meeting or as soon as possible. Public documents including the agenda and minutes can be provided in various accessible formats. Please contact the City Clerk at 575-624-6700 if a summary or other type of accessible format is needed.

Printed and Posted April 21, 2016



DRAFT

MINUTES OF THE OCCUPANCY TAX BOARD MEETING Tuesday, March 29, 2016 Regular Meeting 2:30 P.M.

CALL TO ORDER AND WELCOME – The regular meeting of the Occupancy Tax Board was called to order at 2:33 p.m. by Chairperson Jill Cleveland.

ROLL CALL

Members Present: Chair- Jill Cleveland, John Mulcahy, Adam Roe

Members Absent: Josh Ragsdale (one position is vacant)

Three members of the board were present representing a quorum.

Staff Present: Janice Self, Lodgers' Tax Liaison; Martha Morales, Finance Dept.

Others Present: Matthew Sheppard (Roswell Youth Soccer Assoc.), Jim Hill (Rotary Golf Classic), Perry Toles (Bottomless Triathlon)

APPROVAL OF AGENDA – Mr. Roe motioned to approve the agenda. Mr. Mulcahy seconded the motion. A voice vote was unanimous and the motion passed; Mr. Ragsdale was absent.

APPROVAL OF MINUTES – Mr. Roe motioned to approve the minutes from the February 23, 2016 Occupancy Tax Board meeting. Ms. Cleveland seconded the motion. A voice vote was 2 in favor, zero against and 1 abstain and the motion passed; Mr. Mulcahy abstained and Mr. Ragsdale was absent.

PUBLIC COMMENTS

None

PRESENTATION

3. Projected Lodgers' Tax Fund Balance as of March 28, 2016:

Ms. Self submitted to the members a worksheet with the projected available balance for the full Lodgers' Tax fund as of March 28, 2016. Ms. Self explained that this is not the bank balance, but the balance of the Lodgers' Tax fund projecting the revenues based on actuals and estimated thru June 31st. Expenses are based on actuals and encumbered and expected thru June 31st. There were no questions.

REGULAR ITEMS (Action Items):

4. Lodgers Tax Funding Request – Rotary Clubs of Roswell Annual Desert Sun Charity Golf Championship (July 15-17, 2016)

Mr. Jim Hill was there to present the request for \$3,700.00 (three thousand seven hundred dollars). Mr. Hill informed the board that this is the 26th year for the tournament. There was a two year gap in requesting Lodgers' Tax funding because the event went strictly amateur. Last year the tournament went back to the Pro-Am structure. The Desert Sun Golf is also back on

the PGA Point tour which will bring player from all over New Mexico. The tournament is very well received in the professional golf circles. This year more attention will be placed on the requirements for Lodgers' Tax on the brochures, banners and any advertisements. Mr. Mulcahy made the motion to recommend to the Finance Committee that Lodgers' Tax funding in the amount of up to \$1,700.00 (one thousand seven hundred dollars) on a reimbursement basis be provided for this event. Ms. Cleveland seconded the motion. Ms. Cleveland restated the motion and a voice vote was 3 in favor and 0 against, the motion passed; Mr. Ragsdale was absent.

5. **Lodgers Tax Request – Roswell Kick It! 3v3 Soccer Tournament (June 24-25, 2016)**

Mr. Matthew Sheppard was there to present the request for \$3,462.50 (three thousand four hundred sixty-two dollars and fifty cents). Mr. Sheppard informed the board that the event has grown in Roswell the last seven to eight years. The Soccer tournament is a two day tournament which starts in the evening and lasts until Midnight or after. Teams have come from Lubbock and El Paso, Texas and Hobbs, Las Cruces and all over New Mexico. Since these are "kids" teams, families come along. Mr. Sheppard said that the event is hoping to bring 120-130 teams this year. Mr. Mulcahy made the motion to recommend to the Finance Committee that Lodgers' Tax funding in the amount of up to \$1,500.00 (one thousand five hundred dollars) on a reimbursement basis be provided for this event. Ms. Cleveland second the motion. Ms. Cleveland restated the motion and a voice vote was 3 in favor and 0 against, the motion passed; Mr. Ragsdale was absent.

6. **Lodgers Tax Request – 2016 Bottomless Triathlon (July 9, 2016)**

Mr. Perry Toles was there to present the request for \$2,000.00 (two thousand dollars). Mr. Toles informed the board that the event is 2nd oldest in the State of New Mexico and will be celebrating the 33rd year of the Bottomless Triathlon. Last year the event had more participants than in the past. The event donated to a charity, Harvest Ministries, in 2015. Most advertising will be used for Facebook and registration will be online. Cards will be printed to send to other triathlons and similar events in New Mexico and the surrounding area. Last year participants came from Las Cruces, El Paso and Mexico. The start time will be 30 minutes earlier in order to encourage overnight stays in Roswell. Mr. Mulcahy made the motion to recommend to the Finance Committee that Lodgers' Tax funding in the amount of up to \$2,000.00 (two thousand dollars) on a reimbursement basis be provided for this event. Mr. Roe second the motion. Ms. Cleveland restated the motion and a voice vote was 3 in favor and 0 against, the motion passed; Mr. Ragsdale was absent.

All attendees were informed that the date for the Finance Committee meeting has been set for Thursday, April 7, 2016 at 8:00 a.m.

Other Business / Non-Action Items / Information Items / Reports (Non-Action Items):

7. **Reimbursement Report and Event Reports update:**

Ms. Self gave the update report on the Lodgers' Tax funded events status since the February 23, 2016 meeting.

ADJOURN

Ms. Cleveland asked if there was any other business.

Ms. Self handed out the December 31, 2015 Lodgers' Tax DFA corrected report copies, explaining that corrections (due to posting problems) were made and the final report was sent in since the last OTB meeting. The additional pages contained actual balances and budget pages to help with understanding report balances.

Ms. Cleveland requested a motion for adjournment.

Mr. Roe made the motion to adjourn and Mr. Mulcahy seconded the motion. A voice vote was unanimous and the motion passed; Mr. Ragsdale was absent.

Ms. Ortega stated that the next scheduled meeting of the Occupancy Tax Board is April 26, 2016.

The meeting was adjourned at 3:09 p.m.

Minutes submitted for approval by Janice Self.

A copy of the written update presented and a copy of the update log and the DFA report may be requested through the City Clerk's office.



ROSWELL NEW MEXICO
Occupancy Tax Advisory Board
Tuesday, April 26, 2016 at 2:30 p.m.
City Hall Conference Room
425 N. Richardson – Roswell, NM 88201

ACTION REQUESTED:

To recommend to the Finance Committee, Lodgers' Tax funding for the Rio Pecos Kennel Club Dog Show – September 10-11, 2016

BACKGROUND:

The Rio Pecos Kennel Club Dog Show is scheduled for September 10-11, 2016. The event has been funded since at least 2004. This event is an all breed dog show with entries from all over the country. The total expected 200 attendees, which include 150 from out-of-town. The location of the event is the RIAC Park at the Roswell International Air Center.

FINANCIAL CONSIDERATION:

The requested funding is \$1,778.00.

- This item has been budgeted for FY 2016

LEGAL REVIEW:

Not applicable.

**BOARD AND/or
COMMITTEE ACTION:**

Not applicable.

**STAFF
RECOMMENDATION:**

Not applicable.



CITY OF ROSWELL –SPECIAL EVENT LODGERS’ TAX FUNDS – APPLICATION

NAME OF EVENT:

Rio Pecos Kennel Club Dog Show

DATE(S) OF EVENT: September 10 & 11, 2016

(application required 90 days prior to event)

NAME OF ORGANIZATION APPLYING FOR FUNDING:

Rio Pecos Kennel Club

DESCRIBE EVENT: All Breed Dog Show with entries from all over the country

LOCATION OF EVENT: RIAC Park at the Roswell International Air Center

HOW WILL YOU ADVERTISE AND MARKET THE EVENT? Flyers sent to past entrants; premium lists mailed to entry list of the largest dog show superintendent in western United States (Onofrio Dogs Shows); and will have large presence on websites of the Rio Pecos Kennel Club, Onofrio Dog Shows and the American Kennel Club

HOW WILL ATTENDANCE AND ORIGIN BE MEASURED? Entries will be documented and we will survey all that attend for the number of motel rooms that are rented and meals that are eaten in Roswell

ESTIMATED TOTAL # OF ATTENDEES:

200

EST. # ATTENDEES FROM OUTSIDE CHAVES CO.:

150

HAVE YOU DISCUSSED SPECIAL ROOM PACKAGES DURING YOUR EVENT WITH A ROSWELL LODGING FACILITY? We provide a list of motels that have agreed to accept dogs and some give a special rate to exhibitors

WHAT PERCENTAGE OF YOUR MARKETING BUDGET WILL BE USED OUTSIDE OF ROSWELL? 95 %

WILL YOU HAVE A WEBSITE FOR YOUR EVENT? No but we have a very active FaceBook page for the Rio Pecos Kennel Club

EVENT WEBSITE (if applicable): Included on the following sites: onofrio.com and akc.org

LIST FULL AMOUNT OF MARKETING/ADVERTISING and OTHER ELIGIBLE EXPENSES ON PAGE 2.

REMEMBER: FUNDING IS PROCESSED ON A REIMBURSEMENT BASIS AT 50% OF ELIGIBLE EXPENSES UP TO THE AMOUNT APPROVED (a one-to-one match)

A REQUEST OF \$25,000 and up may require a signed contract with the City of Roswell.

PAID receipts for eligible expenses must be turned in for reimbursement.

Requested Funding must equal 50% or less of the Total Eligible Expenses listing on Page 2

AMOUNT REQUESTED \$ 1778

IF YOU ARE REQUESTING SPONSORSHIP, PERSONNEL OR EQUIPMENT FROM ANY CITY DEPARTMENT - COMPLETE ON PAGE 2.

RULES AND REGULATIONS

I UNDERSTAND THAT THESE ARE PUBLIC FUNDS AND THEY ARE TO BE ADMINISTERED ACCORDING TO STATE LAW AND CITY ORDINANCES, AND I AGREE TO SUBMIT A FOLLOW UP REPORT WITH A FINANCIAL STATEMENT WITHIN NINETY (90) DAYS FOLLOWING THE EVENT OR I MAY FORFEIT THE FUNDS AS WELL AS ELIGIBILITY FOR FUTURE FUNDING. I AGREE TO USE THE CITY LOGO AND/OR "PAID IN PART BY THE CITY OF ROSWELL LODGERS' TAX" ON ALL ADVERTISING, VERBAL OR WRITTEN. I UNDERSTAND THAT THIS APPLICATION CONSTITUTES A CONTRACT BETWEEN THE CITY OF ROSWELL AND THE ORGANIZATION TO RECEIVE THE FUNDS, SHOULD THE FUNDS BE APPROVED BY THE OCCUPANCY TAX ADVISORY BOARD AND THE CITY OF ROSWELL GOVERNING BODY. I UNDERSTAND FUNDING MAY BE DENIED OR THAT APPROVED FUNDING AMOUNTS MAY DIFFER FROM THE AMOUNT REQUESTED ON THE APPLICATION. I ALSO UNDERSTAND THAT THE DISBURSEMENT OF FUNDS IS ON A DRAWDOWN REIMBURSEMENT BASIS (matched by Lodgers' Tax at 50% up to the funded amount, a one-to-one match).

NAME (PRINT) OF APPLICANT MAKING REQUEST: Elaine Mayfield

SIGNATURE OF APPLICANT:

(SEND CHECK TO) ADDRESS / CITY / STATE / ZIP: Rio Pecos Kennel Club

PO Box 682, Roswell NM 88202

or Call for pick-up:

Elaine Mayfield at 575-910-5039

PHONE: 575-624-6760

CELL: 575-910-5039

E-MAIL: condor@dfn.com

DATE SUBMITTED: APR 19 2016

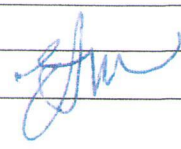
90 DAYS? Y / N

TO BE PRESENTED AT MEETING ON: 4-26-16

- ATTACH TOTAL PROPOSED BUDGET FOR EVENT ALONG WITH A DETAILED ADVERTISING/MARKETING BUDGET.
- PLEASE FEEL FREE TO ADD ADDITIONAL PAGES, SAMPLES OF ADS OR BROCHURE ARTWORK.
- PLEASE **PROVIDE ORIGINAL APPLICATION PLUS (+) 5 COPIES** OF APPLICATION, ADDITIONAL PAGES AND /OR SAMPLES
- MAIL OR DELIVER TO CITY OF ROSWELL, c/o Lodger Tax Grant Request, 425 N RICHARDSON, (P O BOX 1838), ROSWELL, NM 88202-1838

* SEE MEETING SCHEDULE FOR APPLICATION DUE DATES. (These are "Received by" dates, not postmarked dates.) Revised Jan 7, 2016

NAME OF EVENT: Rio Pecos Kennel Club Dog Show
DATE(S) OF EVENT: September 10 & 11, 2016
NAME OF ORGANIZATION: Rio Pecos Kennel Club



PROPOSED ELIGIBLE EXPENSES:

ELIGIBLE EXPENSES:	LOCAL AMOUNT	OUT -OF-TOWN AMOUNT	TOTAL AMOUNT	Out-of-Town %
NEWSPAPER			0.00	
MAGAZINE			0.00	
RADIO			0.00	
TELEVISION			0.00	
INTERNET		460.00	460.00	100
PRINTING (brochures, posters, cards)	246.00	790.00	1,036.00	76
MAILING		895.00	895.00	100
T-SHIRTS (or other marketing items)			0.00	
SECURITY	395.00		395.00	0
CLEAN UP (Sanitation)	395.00		395.00	0
OTHER:	375.00		375.00	0
SUB TOTALS	1,411.00	2,145.00	3,556.00	

TOTAL ELIGIBLE EXPENSES: \$ 3,556.00 (50% = \$ 1,778.00)
list the 50% or less as the amount requested on page 1.

IF YOU ARE REQUESTING SPONSORSHIP FROM A CITY OF ROSWELL DEPARTMENT – COMPLETE THE FOLLOWING:

DEPARTMENT	TYPE OF SPONSORSHIP	ESTIMATED COST	*City use only*

IF YOU ARE REQUESTING CITY EMPLOYEES – PLEASE COMPLETE THE FOLLOWING:

DEPARTMENT	TYPE OF WORK REQUESTED	# OF EMPLOYEES	DATES/TIME REQUIRED	TOTAL HOURS

IF YOU ARE REQUESTING CITY EQUIPMENT – PLEASE COMPLETE THE FOLLOWING:

DEPARTMENT	TYPE OF EQUIPMENT	EST COST per day	# DAYS REQUIRED	TOTAL COST *City use only*
Parks & Rec - Zoo	4 tables	7.50	2	
	40 chairs	15.00	2	
	4 canopies	25.00	2	

2016 Rio Pecos Kennel Club Projections

Category	Est. Budget	Totals
Marketing		
Market - Digital Media - Onofrio	\$460.00	
Market - Printing - Onofrio	\$790.00	
Market - Mailing to over 5,000 - Onofrio	\$895.00	
Total		\$ 2,145.00
Advertising		
Market - SW Printing - flyers	\$120.00	
Market - SW Printing - 2 banners	\$126.00	
Total		\$246.00
Other		
Security	Based on 2015 cost	\$395.00
Custodial	Based on 2015 cost	\$395.00
Custodial - Porta Potties (Demaree)	Based on 2015 cost	\$375.00
Total		\$ 1,165.00
Total Projected Lodgers Tax Expenditures		\$ 3,556.00
Non Lodgers' Tax Items (Based on 2015)		
Judges (Changes each year)	\$5,162.00	
Judges Lodging	\$578.00	
Food for workers, sudes and Steewards	\$205.00	
Stewards for rings - NM Steward Assn.	\$873.00	
Trophies	\$0.00	
Supplies	\$41.00	
Total		\$ 6,859.00
Total Projected Expenditures		\$ 10,415.00
Projected Income (Based on 2015)		
Donations	\$0	
RV Parking	\$870	
Raffle & Siklent Acution	\$1,200	
Catalog Sales	\$175	
Merchandise	\$560	
Trophy Sponsorships	\$300	
Onofrio after qualified expenses removed	\$5,998	
Lodgers Tax Reimbursement in 2015	\$1,605	
Total Projected RPKC Income		\$10,708

JACK ONOFRIO DOG SHOWS, L.L.C.

Post Office Box 25762 • Oklahoma City, Oklahoma 73125 • 405-427-8181

September 15, 2015

Sarah Brinegar
Rio Pecos Kennel Club, Inc.
404 West Vista Parkway
Roswell, NM 88201

To Whom It May Concern:

The following are costs incurred by the Rio Pecos Kennel Club for advertising their September 5 & 6, 2015 weekend of Dog Shows held in Roswell, New Mexico.

- 1) Hard copy print and mailed $\$394.53 \times 2 = \789.06 ✓
- 2) 457 pieces mailed at a postage rate of .416 = $\$190.10$ ✓
- 3) 4,700 additional copies = $\$705.00$ ✓
- 4) IT hours for email advertising and internet = $\$460.00$ ✓

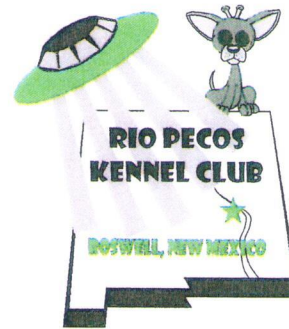
Total \$2,144.16

Also enclosed is the number of entries from out of state which brings added income to Roswell via lodging, food, supplies, etc.

Sincerely,


Antony M. Onofrio
Vice President, Jack Onofrio Dog Shows, L.L.C.





Rio Pecos Kennel Club

April 13, 2016

To Whom It May Concern:

We are applying for assistance from the Occupancy Tax Board to help fund our promotions and advertising for the Rio Pecos Kennel Club All Breed Show.

You have graciously helped in the past several years with 50% of the marketing and promotional funding for this event that brings a few hundred participants – counting two-legged not four-legged to Roswell for a two day event. The vast majority of dog showing people stay in hotel rooms and eat in our restaurants. For about 30 motor-homes that park on site, we pay the proper percentage of the overnight fee to the fund as a show of good faith and belief in the system.

I am basing my request numbers on the verified expenditures from the previous show in 2015.

Thank you for your continued support.



Elaine Mayfield

Show Chair

Rio Pecos Kennel Club

condor@dfn.com

Address: Elaine Mayfield
1801 E. College Blvd.
Roswell, NM 88201

Cell Phone: 575-910-5039

2015 EVENT INFORMATION:

**Rio Pecos Kennel Club Dog Show 2015:
September 5-6, 2015**

Awarded Amount: \$2,175.00 Reimbursed Amount: \$1609.52

1. Event Report
2. Financial Report
3. Survey Summary



CITY OF ROSWELL
LODGERS' TAX FUNDS
EVENT REPORT

NAME OF EVENT:	Rio Pecos Kennel Club Dog Show		
DATE(S) OF EVENT:	September 5th + 6th, 2015		
NAME OF ORGANIZATION SPONSORING EVENT:	Rio Pecos Kennel Club		
NAME OF CONTACT PERSON:	Elaine Mayfield (Marilyn Cozzens) ^{Alt.}		
MAILING ADDRESS:	1801 E College Blvd		
CITY / STATE / ZIP:	Roswell NM 88201		
PHONE:	575-910-5039	CELL PHONE:	same
E-MAIL ADDRESS (optional):	condor @ dfn . com		

REPORT ON THE OUTCOME OF THE EVENT:

We had a very good dog show with a general increase of 14% in entries. We had 385 entries on Saturday and 388 on Sunday. Fully 1/3 were from out of state (the most from Texas) with 246 on Sat. and 254 on Sunday. Approx. 25 entries were from locals. The visitors (93.5%) eat, sleep and shop in Roswell.

DESCRIBE ADVERTISING USED and IMPACT ON BRINGING VISITORS TO ROSWELL: (Attach copies or photos)

We sent flyers to many dog clubs / shows in the region throughout the summer months. We got advertising and promotion from the Roswell Daily Record. The radio stations - KBIM + Roswell Radio, and many marquis around town. Onofrio's report is attached.

WHAT WAS ESTIMATED VISITOR ATTENDANCE? 388 dog entries represent ~ 250 ppl.

HOW WAS IT MEASURED?

Entries are documented by Onofrio, Sept. 385 on Sat + 388 on Sun. Survey is attached

WHAT WAS THE ESTIMATED HOTEL/MOTEL, LODGING IMPACT?

The Survey showed 115 nights in local motels and 247 meals. Survey is taken at sign in table where all must buy catalogs and enter popular raffles!

DO YOU PLAN TO REQUEST LODGERS' TAX FUNDS NEXT YEAR? yes, we do

ADDITIONAL REMARKS TO THE OTB:

This is an annual dog show which attracts a loyal following as well as new comers. The numbers are increasing after a drop about 5 years ago due to general economics. The visitors are almost all from out of town (93.5%) so they spend money in Roswell

SIGNATURE:

Elaine Mayfield

DATE:

11/30/15

- Attach copies or photos (see policy for documentation details) of advertising used.
- Provide sample of event survey used.
- Provide a complete summary of survey results for merchant, restaurant and lodging impact (how many room nights).
- Event Report is due ninety (90) calendar days following the last day of the event, an extension may be requested in writing if additional time is required due to unforeseen circumstances or emergency. (see policy for details.)

Last day of Event 9-6-15

Revised date

DEC - 8 2015

days 93

Rio Pecos Kennel Club (2) Sunday September 6, 2015

Run Date: 2015/08/21

ENTRIES BY STATE

Event NR: 2015013202

State Of	Count
Maryland	1
Florida	1
Michigan	1
Missouri	1
Kansas	1
Nebraska	2
Louisiana	8
Arkansas	2
Oklahoma	4
Texas	124
Colorado	22
Wyoming	2
Utah	2
Arizona	42
New Mexico	134
Nevada	3
California	38
Total dog entries from agents	59

388 Total
134 New Mexico
65.5% out of state



SPECIAL EVENT LODGERS' TAX FUNDING - FINANCIAL STATEMENT

EVENT NAME:	Rio Pecos Kennel Club
Event Date(s):	Sept. 5-6, 2015
Statement date:	12-8-15
Provided by:	Elaine Mayfield

FULL EVENT REVENUE:	
Admissions	\$ None
Registrations	\$ 5997.94
Donations	\$ 910.00
Sale of Items	\$ 734.00
Vendor rental	\$ 40.00
	\$
	\$
	\$
	\$
	\$
TOTAL REVENUE	\$ 8,481.94

FULL EVENT EXPENSES:		*LODGERS' TAX ELIGIBLE ONLY EXPENSES:
Advertisement **	\$	\$
Marketing **	\$ 2144.16	\$ 2144.16
Promotional **	\$	\$
Entertainment	\$	\$
Food, Beverages, Snacks	\$ 180.79	\$
Judges	\$ 5,740.51	\$
Rental - Facility	\$	\$
Rental - Equipment	\$	\$
Sanitation **	\$ 679.38	\$ 679.38
Security **	\$ 395.50	\$ 395.50
Police & Fire **	\$ 0	\$
Stewards Assn.	\$ 872.51	\$
Supplies	\$ 41.11	\$
Merchandise	\$ 301.00	\$
	\$	\$
TOTAL EXPENSES	\$ 10354.96	\$ 3219.04

TOTAL REVENUE:	\$ 8481.94	TOTAL EXPENSES:	\$ 10354.96	PROFIT OR LOSS:	\$ 1873.02
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* The amount of the expense which is eligible for Lodgers' Tax funding may be less than the Full Event Expense.

* Lodgers' Tax Eligible Expenses must equal or exceed the total of all the requests for reimbursement invoice listings.

** Lodgers' Tax Eligible categories only: Advertisement, Marketing, Promotional, Sanitation, Security, Police & Fire



SPECIAL EVENT LODGERS' TAX FUNDING - SURVEY SUMMARY

EVENT NAME:	Rio Pecos Kennel Club
Event Date(s):	Sept. 5-6, 2015
Statement date:	12-8-15
Provided by:	Elaine Mayfield

EVENT ATTENDANCE:

TOTAL VISITOR ATTENDANCE:	~ 250
OUT-OF-TOWN VISITOR ATTENDANCE:	65.5% ~ 164
OUT-OF-COUNTRY VISITOR ATTENDANCE:	0

by Onofrio Records

Total Visitors include all, Out-of-Town are broken out of total but include Out-of-Country
Out-of-Country are broken out of the Out-of-Town

LODGING IMPACT:

HOTEL/MOTEL:	102 Rooms Recorded
RV PARKS: onsite	28 RVS @ Show
BED & BREAKFAST:	na
TOTAL ROOM NIGHTS	

Room nights = # of rooms x # of nights (not people in rooms)

ROSWELL ECONOMIC IMPACT:

RESTAURANTS:	171 Meals Recorded
FUEL:	not recorded but substantial with
SHOPPING:	na # out of towners

If your survey asked these questions please provide results

The survey concentrated on lodging & meals. We will add more info for 2016.
Elaine Mayfield



ROSWELL NEW MEXICO
Occupancy Tax Advisory Board
Tuesday, April 26, 2016 at 2:30 p.m.
City Hall Conference Room
425 N. Richardson – Roswell, NM 88201

ACTION REQUESTED:

To recommend to the Finance Committee, Lodgers' Tax funding for the Kicker Arenacross Show – June 4, 2016

BACKGROUND:

The Kicker Arenacross Show is scheduled for June 4, 2016. This is the first time for this event to request funding. The event is an off-road motorcycle race traveling series, which has competitors from states all over the southwest. This event will be the first race of the summer series. Each competitor typically stays two nights lodging and brings an average of three support people with them. There is a total of expected 3000 attendees, which will include 1000 from out-of-town. The location of the event is the Eastern New Mexico Fairgrounds outdoor arena.

FINANCIAL CONSIDERATION:

The requested funding is \$6,000.00.

- This item has not been budgeted in FY2016 specifically. Unallocated funds can be used.

LEGAL REVIEW:

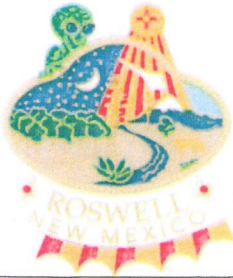
Not applicable.

**BOARD AND/or
COMMITTEE ACTION:**

Not applicable.

**STAFF
RECOMMENDATION:**

Not applicable.



CITY OF ROSWELL –SPECIAL EVENT LODGERS’ TAX FUNDS – APPLICATION

NAME OF EVENT: Kicker Arenacross Show	
DATE(S) OF EVENT: June 4, 2016	(application required 90 days prior to event)
NAME OF ORGANIZATION APPLYING FOR FUNDING: Cycle City Promotions	

DESCRIBE EVENT: The Kicker Arenacross Show is an off-road motorcycle race series coming to Roswell, June 4, 2016. This traveling series, has competitors from states all over the southwest. Each competitor typically stays two nights lodging and brings an average of three support people with them. This is the first race in the summer series.	
LOCATION OF EVENT: Eastern New Mexico Fairgrounds outdoor arena.	
HOW WILL YOU ADVERTISE AND MARKET THE EVENT? Direct Mail, Regional Tv, Regional radio, newspaper, and social media	
HOW WILL ATTENDANCE AND ORIGIN BE MEASURED? Each competitor will complete a registration form, and spectators will be randomly surveyed.	
ESTIMATED TOTAL # OF ATTENDEES: 3000	EST. # ATTENDEES FROM OUTSIDE CHAVES CO.: 1000
HAVE YOU DISCUSSED SPECIAL ROOM PACKAGES DURING YOUR EVENT WITH A ROSWELL LODGING FACILITY? We will contact and work with local lodging providers.	
WHAT PERCENTAGE OF YOUR MARKETING BUDGET WILL BE USED OUTSIDE OF ROSWELL? 50 %	
WILL YOU HAVE A WEBSITE FOR YOUR EVENT? Yes	
EVENT WEBSITE (if applicable): www.cyclecitypromotions.com	

LIST FULL AMOUNT OF MARKETING/ADVERTISING and OTHER ELIGIBLE EXPENSES ON PAGE 2.

REMEMBER: FUNDING IS PROCESSED ON A REIMBURSEMENT BASIS AT 50% OF ELIGIBLE EXPENSES UP TO THE AMOUNT APPROVED (a one-to-one match)

A REQUEST OF \$25,000 and up may require a signed contract with the City of Roswell.

PAID receipts for eligible expenses must be turned in for reimbursement.

Requested Funding must equal 50% or less of the Total Eligible Expenses listing on Page 2

AMOUNT REQUESTED \$ 6000.00

IF YOU ARE REQUESTING SPONSORSHIP, PERSONNEL OR EQUIPMENT FROM ANY CITY DEPARTMENT - COMPLETE ON PAGE 2.

RULES AND REGULATIONS

I UNDERSTAND THAT THESE ARE PUBLIC FUNDS AND THEY ARE TO BE ADMINISTERED ACCORDING TO STATE LAW AND CITY ORDINANCES, AND I AGREE TO SUBMIT A FOLLOW UP REPORT WITH A FINANCIAL STATEMENT WITHIN NINETY (90) DAYS FOLLOWING THE EVENT OR I MAY FORFEIT THE FUNDS AS WELL AS ELIGIBILITY FOR FUTURE FUNDING. I AGREE TO USE THE CITY LOGO AND/OR "PAID IN PART BY THE CITY OF ROSWELL LODGERS' TAX" ON ALL ADVERTISING, VERBAL OR WRITTEN. I UNDERSTAND THAT THIS APPLICATION CONSTITUTES A CONTRACT BETWEEN THE CITY OF ROSWELL AND THE ORGANIZATION TO RECEIVE THE FUNDS, SHOULD THE FUNDS BE APPROVED BY THE OCCUPANCY TAX ADVISORY BOARD AND THE CITY OF ROSWELL GOVERNING BODY. I UNDERSTAND FUNDING MAY BE DENIED OR THAT APPROVED FUNDING AMOUNTS MAY DIFFER FROM THE AMOUNT REQUESTED ON THE APPLICATION. I ALSO UNDERSTAND THAT THE DISBURSEMENT OF FUNDS IS ON A DRAWDOWN REIMBURSEMENT BASIS (matched by Lodgers' Tax at 50% up to the funded amount, a one-to-one match).

NAME (PRINT) OF APPLICANT MAKING REQUEST: Tod Hammock - Cycle City Promotions		
SIGNATURE OF APPLICANT:		
(SEND CHECK TO) ADDRESS / CITY / STATE / ZIP: P.O. Box 52448, Tulsa, Okla. 74152		
PHONE: 918-629-9930	CELL: 918-629-9930	E-MAIL: todhammock@gmail.com
DATE SUBMITTED: APR 13 2016	90 DAYS? Y (N) 38	TO BE PRESENTED AT MEETING ON: 4-26-16

- ATTACH TOTAL PROPOSED BUDGET FOR EVENT ALONG WITH A DETAILED ADVERTISING/MARKETING BUDGET.
- PLEASE FEEL FREE TO ADD ADDITIONAL PAGES, SAMPLES OF ADS OR BROCHURE ARTWORK.
- PLEASE PROVIDE ORIGINAL APPLICATION PLUS (+) 5 COPIES OF APPLICATION, ADDITIONAL PAGES AND /OR SAMPLES
- MAIL OR DELIVER TO CITY OF ROSWELL, c/o Lodger Tax Grant Request, 425 N RICHARDSON, (P O BOX 1838), ROSWELL, NM 88202-1838

* SEE MEETING SCHEDULE FOR APPLICATION DUE DATES. (These are "Received by" dates, not postmarked dates.) Revised Jan 7, 2016

NAME OF EVENT: Kicker Arenacross Show
DATE(S) OF EVENT: June 4, 2016
NAME OF ORGANIZATION: Cycle City Promotions

PROPOSED ELIGIBLE EXPENSES:

ELIGIBLE EXPENSES:	LOCAL AMOUNT	OUT –OF-TOWN AMOUNT	TOTAL AMOUNT	Out-of-Town %
NEWSPAPER	300.00		300.00	0
MAGAZINE			0.00	
RADIO	2,500.00	2,500.00	5,000.00	50
TELEVISION		5,000.00	5,000.00	100
INTERNET		200.00	200.00	100
PRINTING (brochures, posters, cards)		1,000.00	1,000.00	100
MAILING		400.00	400.00	100
T-SHIRTS (or other marketing items)	1,500.00		1,500.00	0
SECURITY	1,200.00		1,200.00	0
CLEAN UP (Sanitation)	500.00		500.00	0
OTHER:			0.00	
SUB TOTALS	6,000.00	9,100.00	15,100.00	

TOTAL ELIGIBLE EXPENSES: \$ 15,100.00 (50% = \$ 7,550.00)
list the 50% or less as the amount requested on page 1.

IF YOU ARE REQUESTING SPONSORSHIP FROM A CITY OF ROSWELL DEPARTMENT – COMPLETE THE FOLLOWING:

DEPARTMENT	TYPE OF SPONSORSHIP	ESTIMATED COST	*City use only*

IF YOU ARE REQUESTING CITY EMPLOYEES – PLEASE COMPLETE THE FOLLOWING:

DEPARTMENT	TYPE OF WORK REQUESTED	# OF EMPLOYEES	DATES/TIME REQUIRED	TOTAL HOURS

IF YOU ARE REQUESTING CITY EQUIPMENT – PLEASE COMPLETE THE FOLLOWING:

DEPARTMENT	TYPE OF EQUIPMENT	EST COST per day	# DAYS REQUIRED	TOTAL COST *City use only*